MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2017/2018

PSS0014 – UNIVERSITY STUDY SKILLS

(All sections / Groups)

23 OCTOBER 2017
9.00 a.m. – 11.00a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **FOUR (4)** pages excluding the cover page.
2. Attempt ALL **FOUR (4)** questions.
3. Please write your answers in the Answer Booklet provided.

QUESTION 1 [20 Marks]

a. State three (3) important reasons of why students should set goals. (3 marks)

b. i. Explain the difference between an auditory learner and a visual learner. (2 marks)

ii. Provide an example of the best learning strategy for an auditory learner and a visual learner. (2 marks)

c. State and explain the three (3) types of memory. (10 marks)

d. State three (3) specific memory strategies. (3 marks)

QUESTION 2 [20 Marks]

a. Read the following lecture excerpt given by Professor Tan in one of his lectures. Prepare a lecture note based on the classification method. You may paraphrase the words used in the original excerpt. (20 marks)

"Good afternoon everyone! Welcome to today's lecture. Today we will continue where we left off from the previous lecture. Now, when we talk about marketing, you have to understand that marketing plan and strategies of a business are not determined unilaterally by any business – rather, they are strongly influenced by powerful outside forces. Before I continue, let me define marketing again – for those of you who missed it in my previous lecture. Marketing is defined as a set of activities of an organisation in its process of creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and societies at large. Now very marketing program must recognise the external factors that affect its marketing strategies. So, that is what we will be looking into today. Basically, five external factors affect an organisation' marketing strategies. Firstly, it's the political-legal environment. It's important to note that both global and domestic political and legal conditions of the country have an effect on the marketing strategies of an organisation. In other words, the political conditions and rules and regulations of the country would have an effect on how an organisation decides to market their products or even decide on what products they should market. For example, the political push for alternative energy sources have created new markets and products for emerging companies such as India' s Suzlon Energy Limited. Read up about that in your notes. The second factor is competitive environment. In this sense, marketers must convince buyers to purchase one company's product over another company's product. In doing so, they have to be able to determine the types of competition that the business or organisation may face. If they do not know the type of competition they face, then how are they going to come up with effective strategies? In talking about types of competition, there are basically three types, namely substitute products, brand competition and international competition. The next factor is sociocultural environment. This basically looks at how the values and culture affects organisation's marketing strategies. To illustrate, the changing social values in the environment have forced companies to develop and promote new products – such as poultry and meat without antibiotics and growth hormones. Why has this happened? Well, mainly because the public is now more aware of the dangers of consuming meat

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and poultry with antibiotics. Next is technological environment. The technological environment creates new products or service.
In this case, the presence of new products can make the existing products obsolete. This happens due to the rapid development of technology. Just see how we have moved from saving data in floppy disks to saving data on clouds. Finally, the economy also has an impact on the marketing strategies an organisation chooses. Why is this so? This is mainly because the condition of the economy can influence marketing plans for product offerings pricing and promotional strategies. To illustrate..."

QUESTION 3 [30 Marks]

a. Read the following statements. Write O if the statements are Opinions and F if the statements are Facts. (10 marks)
   i. According to Bernama, most Malaysian drivers have been found to be reckless.
   ii. Female students have been proven to be more hardworking than male students.
   iii. University graduates find difficulty to obtain jobs upon graduation due to their poor command of English.
   iv. Accounting is one of the most difficult subjects in university.
   v. The poor quality of air nowadays is attributed to the rising number of vehicles on the road.
   vi. According to reports from the Department of road Transport, 25% of accidents are caused by drivers who text while driving.
   vii. Studies in the Journal of Higher Learning have revealed that most female students are less accommodative than their male counterparts.
   viii. Students with no accounting background from their secondary schools will not be able to understand the Principles of Accounting compared to students who have had exposure to accounting in secondary schools.
   ix. This year's overall university enrolment has decreased due to the economic problems faced by the nation.
   x. Stan David, a reporter from The Star, claims that Malaysia is one of best tourist attractions in Asia.

b. Read the following statements. Write T if the statement is True and F if the statement is False. (10 marks)
   i. When an author is biased, he or she tries to impart his or her belief to the readers by providing information that could sway the readers' attitudes to be in line with the beliefs of the author.
   ii. Cliché is a type of manipulative language.
   iii. Active reading allows learners to obtain only the thesis statement of the reading material at a speed of 110 words per minute.
   iv. A generalisation refers to a statement that delivers a double meaning to the readers.
   v. "Sam is the Einstein of our class" is an example of allusion.
   vi. One of the ways to recognise biasness is to identify the emotional language used by the author in the reading material.
   vii. "Pasion is defined as a strong and deep feeling for something" – is an example of denotative meaning of a word.

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viii. Some authors utilise euphemisms to describe negative situations in order to avoid negative thoughts and responses from the readers.

ix. Female students are more disciplined than male students is an example of a cliché.

x. Previewing reading materials allows learners to identify the important points they need to look for and establish a sense of idea of what they need to remember.

c. Read the following situations. What can you infer from the following situations? (10 marks)

i. Derek arrives at his professor's office to submit his assignment. He is sweating, his breathing is rapid, he is panting as he waves his assignment in the air. The professor looks at the clock on his wall and tells Derek to place his assignment on his desk. Derek gave a huge sigh of relief and places the assignment along with the other students' assignments.

ii. Tina just left the examination hall. She went to a corner outside the hall and sat there. She was looking through her exam question and she looked very upset. She shook her head a couple of times, let out a sigh, stood up, shoved the question paper in her bag and left the building with her head down.

iii. Sara arrived home to find her front door unlocked. She went into her bedroom and discovered her room was a mess. Her drawers were turned upside down. The cupboard doors were open. Her books were thrown onto the floor. Her laptop was missing.

iv. Andy and Mary were seated on the same bench. Andy was seated on one end while Mary was seated on the other end. They had their backs to one another. Mary had her arms folded and she was tapping her foot on the ground. Andy was looking into the distant and had a frown on his face.

v. Sam is at a school reunion. A young man walks towards him with his arms wide open and a he was smiling from ear to ear. He gives Sam a big hug and shakes his hand. Sam looks confused but smiled.

QUESTION 4 [30 Marks]

a. What is the PRWR method study method? Explain what PRWR represents. (5 marks)

b. What steps should learners take to survey a reading material as mentioned in the SQ3R method? (5 marks)

c. Read and paraphrase the following short paragraphs. (20 marks)

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i. Of the more than 1000 bicycling deaths each year, three-fourths are caused by head injuries. Half of those killed are school-age children. One study concluded that wearing a bike helmet can reduce the risk of head injury by 85 percent. In an accident, a bike helmet absorbs the shock and cushions the head.

ii. In conjunction with the National Day in August, a lot of businesses have decided to improvise some of their products to have a Malaysian twist. Businesses like McDonalds and My Burger Lab have both come up with products using famous local ingredients recreating new menus that with an added Malaysian flair such as the Durian McFlurry and the Nasi Lemak Burger.

iii. Young business owners have to know be able to identify the challenges that exists today. One of the major challenges is technology. Business owners have to be able to utilise technology to their advantage. Instead of going through the traditional marketing strategies, business can opt for more current marketing platforms such as the usage of social network.

iv. The internet and social media provide young people with a range of benefits, and opportunities to empower themselves in a variety of ways. Young people can maintain social connections and support networks that otherwise wouldn't be possible, and can access more information than ever before. The communities and social interactions young people form online can be invaluable for bolstering and developing young people's self-confidence and social skills.

End of Paper.